

## ORDER



KLAS

Orders	Order / Rev:	37602
	Alt Order #:	08883418
	Product Desc:	NRSC/HELLER
	Estimate:	
	Flight Dates:	10/17/12 - 10/23/12
	Original Date / Rev:	10/15/12 / 10/15/12
	Order Type:	GENERAL

Primary AE:	Mike Jones
Sales Office:	K-WAS
Sales Region:	National

Agency Name: Strategic Media Services  
Buying Contact: \_\_\_\_\_  
Billing Contact: \_\_\_\_\_  
\_\_\_\_\_  
3299 K St. NW  
\_\_\_\_\_  
Washington, DC 20007

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Heller - NRSC
	Demographic:	A35+
	Product Codes:	PO1
	Priority:	LV1
	Revenue Codes:	AGY, POL, CAND

New Business Thru: \_\_\_\_\_  
Order Separation: 00:15:00  
Advertiser External ID: \_\_\_\_\_  
Agency External ID: \_\_\_\_\_

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/23/12	24	\$24,870.00	\$21,139.50

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	24	\$24,870.00	\$21,139.50	0.00
<b>Totals</b>	<b>24</b>	<b>\$24,870.00</b>	<b>\$21,139.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Mike Jones Start Of Order - End Of Order 100%

Order Share	Share	Total
KLAS	30%	\$24,870.00
Market	100%	\$82,900.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$20,725.00
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$4,145.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
LINKWN	0%	\$0.00

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Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	8	10/17/12	10/23/12	8 News Now	5a M-F	CM	5-6a		MTWTF--	:30	2	\$225.00	LV2	0.00	NM	2	\$450.00
<b>NEWS</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week: 10/17/12 10/23/12 MTWTF-- 2 \$225.00 0.00																	
E 15	8	10/17/12	10/23/12	Live w/Kelly		CM	9-10a		MTWTF--	:30	1	\$275.00	LV3	0.00	NM	1	\$275.00
<b>KEELY</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week: 10/17/12 10/23/12 MTWTF-- 1 \$275.00 0.00																	
E 16	8	10/17/12	10/23/12	CBS This Morning	7-9a	CM	7-9a		MTWTF--	:30	2	\$200.00	LV2	0.00	NM	2	\$400.00
<b>CBS This Morning</b>																	
<b>EARLY SHOW</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week: 10/17/12 10/23/12 MTWTF-- 2 \$200.00 0.00																	
E 17	8	10/17/12	10/23/12	8 News Now	4-5a	CM	4-5a		MTWTF--	:30	1	\$20.00	LV4	0.00	NM	1	\$20.00
<b>NEWS</b>																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week: 10/17/12 10/23/12 MTWTF-- 1 \$20.00 0.00																	
															Totals		
															24 \$24,870.00		